**Pricing models applied in Europe**

There are various pricing models in Europe. Our customers frequently ask us about the actual meaning of list prices and pump prices. So what is in fact the difference? Is one lower than the other? Does it concern negotiated prices? What is offered where?

In this article we indicate the actual differences and the price models applied in the various regions and countries, so that you as our customer knows what’s in store for you.

**Pump prices**

Pump prices are nothing but the prices indicated on the fuel station displays. These prices vary per region, fuel station location and franchisee.

**List prices**

List prices are in fact recommended retail prices to be applied by fuel stations, issued or prescribed by the authorities or oil companies. Since fuels like petrol, diesel and LPG are harmful to the environment, governments levy excise duties on their use. Recommended prices may also be prescribed for selected fuel stations. Prices may also depend on the market, or on decisions made by individual countries. Set prices and their term of validity may also vary per market. So list prices need not be equal to the prices indicated on pump displays.

Benelux countries basically apply official list prices (except for selected networks; see our information below). The majority of fuel stations in the rest of Europe apply pump prices.

On the [DKV website](https://www.dkv-euroservice.com/portal/nl/dieselpreis-index) you will find the current list prices and additional information itemised by country.

**Bottom-up prices**

Several European service stations apply bottom-up pricing. In this case, prices are determined on the basis of cost price + surcharge instead of recommended price minus a discount. Starting-point therefore is the cost price, added by the pump operator’s profit.

This generates prices that generally are 6 to 10 cents lower than average pump prices.

**What, in fact, are bunkering prices (UK)?**

The illustration below shows you what fuel bunkering implies in the case of DKV:



**Pump price networks**

Most European countries basically charge pump prices. For you this means that your DKV invoice states the pump prices charged to your account.

There are a few exceptions to this rule. The following networks charge list prices:

CZ: Lukoil, HOS, D-1, JAPO, Armex, KM-Prona, Agropodnik, Cepro and TT Petrol networks

DE: TP24, LTG, Aral and Shell networks

ES: Valcacre, Andamur, Petrem and Solred networks

FR: Total-/ TotalERG networks, All4trucks-Calais, Shell-automatic stations

IT: Total-/ TotalERG, Italiana Petroli networks

LT: Fleet Union network (Viada, Baltic Petroleum)

RU: Specified stations

SE: Preem and Cirkle K networks

**List price networks**

The following countries basically charge list prices:

NL: List prices issued by oil companies

Exceptions[: pump price network the Netherlands](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=18281104-289c-4d69-8461-185850bb96cd). On page 4 you will find an overview of all networks concerned.

BE: List price issued by the government

Exception: Selected [ESSO fuel stations](https://www.dkv-euroservice.com/DKVMaps/#stationfinder) = pump price

LU: List price issued by the government

Exception: Selected ESSO [fuel stations](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=8e36b2b0-e20d-473e-b1ac-66e2486a5222) = pump price

DK: List price issued by oil companies

EE: List price issued by oil companies

Exception : Fuel station 4500000; AS Krooning

IE: List price issued by oil companies

NO: List price issued by oil companies

Exception : Selected ESSO [fuel stations](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=d356fec6-7b09-430e-8b82-7e020934d76c) = pump price

**Bottom-up prices**

In Italy you can benefit from several “bottom-up[” stations](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=ea5b9ccd-bedb-42ed-a295-279012181e8e) that offer a price advantage as a result of the bottom-up pricing model.

**Legislation**

In the Benelux countries there are statutory regulations for fuel sales which may affect list prices. Fuel prices are composed in 5 stages, ranging from the crude oil product price in stage 1 straight through to the final fuel station amount in stage 5. Whereas refinery and transport costs do not really add weight, the excise duties added by the Netherlands really make prices soar. The amount determined by the Netherlands namely is 44%, exclusive of 21% VAT.

**Benefits for DKV customers**

DKV Euro Service prefers to take an extra step to ensure its customers cost-efficient business and to support them in their cost management. DKV enables its customers to benefit from several advantages found below.

**Advantages of fuelling with DKV, apart from possible price benefits:**

* Fuelling at more than 100,000 affiliated (brand-independent) service stations in more than 42 countries.
* Uncomplicated VAT-refunding by way of DKV invoicing.
* Committed back-office ready to help you out if you have questions or problems.
* Low user fees charged via service fee.

Each DKV invoice includes an efficient and transparent specification of all costs incurred.

Just consult [our website](https://www.dkv-euroservice.com/nl/) for a price overview and more information about the services provided by DKV. And there is [our blog](https://www.dkv-benelux.com/) which posts you on the latest news and developments in the transport industry.

**Netherlands**

Our pump-price-based network - as of 1 April 2020

The following networks charge the lowest possible pump prices. Just click the plans for an overview of the fuel stations contained in the various networks.

Number of stations Network Click for overview

205 Tango [Click here](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=f9d4302b-e0bd-4497-a635-0d2279624d92)

154 VARO [Click here](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=cf829e23-ac98-4dbf-85ea-be97ace284b0)

109 Shell [Click here](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=cc05ae73-70e2-4167-98c9-b2e796e10018)

127 ESSO [Click here](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=396a5522-76b5-4ec6-90ac-14ae18adfa08)

 20 Van Kessel [Click here](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=b5748496-5eb1-4d98-91c5-3803692d56f4)

341 Tinq [Click here](https://www.dkv-euroservice.com/DKVMaps/#stationfinder:filterOption=f9d4302b-e0bd-4497-a635-0d2279624d92)

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